

Fact Sheet: FootballMania College \$20 Fundraiser

How to play

FootballMania is an exciting sweepstakes fundraiser based on college football. You earn 70% profit for every \$20 CharityMania Ticket you sell. Sweepstakes participants can win \$1,000s in prize money based on the results of the football teams printed on the backs of their sweepstakes game cards.

Game cards contain 3 random teams in each of the 10 weeks of the FootballMania College season. To play the game, participants simply add up the points scored by the 3 teams printed on their cards in a given week. Each week, the 25 highest scoring cards, and the 5 lowest scoring cards, win prizes!

Winning game card example

Say your game card has these teams one week:

Team	Points scored
Notre Dame	42
Michigan	35
Oregon	41
Total points	118

If your card's teams score more total points than any other card, then you win the top prize for that week!

This detachable stub entitles you to one digital entertainment package from the CharityStudio. Download digital music and books by featured artists who have teamed up with CharityMania to help organizations raise money! See the back of this stub to view additional details. Access your music now at the CharityStudio website at www.charitystudio.com.

Over 300 prizes awarded totaling more than... \$15,000!

\$1000 Highest Valued Ticket of the Season	\$200 Grand Prizes	\$200 Lowest Valued Ticket of the Season
\$400 Highest Total Points Scored <small>Top 25 win each week!</small>	\$200 2nd Highest <small>Runner Up Prizes! Next 22 Highest</small>	\$50 Lowest Total Score <small>The bottom 5 also win!</small>
\$100 3rd Highest	\$25 	\$25

FootballMania® is an exciting sweepstakes based on pro football with 30 prizes awarded each week and 2 grand prizes at the end of the season. Each ticket has a 1 in 17 chance of winning. See the back of the ticket for sweepstakes rules and the teams you should root for! This sweepstakes is free. No purchase necessary to play.

Thank you for your support of...

Organization Name

Street Address

City, State and Zip Code

Phone number

www.charitymania.com

To download your music from the CharityStudio

Access Code
1234 - 9A501

- Go to the website www.charitystudio.com.
- Enter the access code found on the top right corner of this stub.
- Select the music you want to download and follow the on-screen instructions.

Music and books are the property of the artists. The content is for personal use only. The content cannot be used for resale or any other purpose except those stated explicitly in the license agreement found on the CharityStudio website.

Check your ticket #
1234 - 9A501
at www.charitymania.com

Your 2011 FootballMania College teams by week		
1) Sept 22 - 24 Boise State USC Florida	2) Sept 29 - Oct 1 Arizona Georgia South Florida	3) Oct 6 - 8 Missouri Auburn LSU
4) Oct 13 - 15 Penn St Texas Oklahoma	5) Oct 20 - 22 Arkansas Brigham Young Hawaii	6) Oct 27 - 29 Wisconsin Clemson Texas Tech
7) Nov 3 - 5 Virginia Boston College Mich St	8) Nov 10 - 12 West Virginia Tennessee South Carolina	9) Nov 17 - 19 Illinois Virginia Tech Alabama
10) Nov 24 - 26 Notre Dame Michigan Oregon	It doesn't matter if the teams win or lose. The only thing that counts is how many points they score!	

FootballMania College Sweepstakes Rules

[1] Your ticket contains 10 different 3-team combinations, each randomly generated and randomly assigned to one of the 10 weeks of the FootballMania College season beginning on 9/22/2011. [2] The 30 weekly prizes are awarded to tickets whose teams have any of the 25 highest (or any of the 5 lowest) total combined points scored relative to all other tickets in a given week. The 2 Grand Prizes are awarded to the one ticket with the most, and one ticket with the least, total combined points scored over all 10 weeks. [3] If two or more tickets are tied with the same score, 'total net yards' is used as the primary tiebreaker. See website for tiebreaker examples. [4] Football teams that do not play (have a bye) in a given week are assigned that team's score from the previous week. [5] Minimum odds of winning: 1 in 16.9 for the entire season; 1 in 165 in each week; 1 in 2480 for a grand prize. [6] No purchase necessary to play. Void where prohibited. [7] Sweepstakes ends on 11/26/2011. [8] To enter the sweepstakes, the organization on the front of this ticket must activate the ticket number. To request a free ticket, ask the organization in person (see contact info on front of ticket) for a "free game card request form"; complete the form, and mail to the address shown on the request form along with a self-addressed stamped envelope postmarked by 10/14/2011. A Game Card will be assigned to you and mailed in the return envelope sent with your form. [9] See website for additional details and to view winning tickets.

➔ www.charitymania.com ◀

Name _____

Street _____

City, Zip _____

Phone _____

E-mail: _____

1234 - 9A501

Profit and Costs

A game card is attached to every \$20 CharityMania Ticket (i.e. music downloads) you sell.

You make \$14 of profit on every sale. The remainder covers the costs of the digital content and sweepstakes.

Weekly Prize Money Amounts

Game card with the highest combined score	\$400
Second highest score	\$200
Third highest score	\$100
Runner Up: next 22 highest scoring	\$25
Lowest total score	\$50
Runner Up: next 4 lowest scoring	\$25
Total Prize money paid per week	\$1,400

Grand Prize Winners

Game card with the highest 10 week total	\$1,000
Game card with the lowest 10 week total	\$200
Total Grand Prize money paid	\$1,200

Odds of Winning

Win at least once during sweepstakes: 1 in 16.9

Each week: 1 in 165

Grand Prize: 1 in 2480